

Amendment to the Claims

1. (currently amended) A method for dynamically animating digitized images, in which
 - digitized image data which represents the digitized images is stored in a memory (14) of a server (2),
 - the digitized image data is at least partially formed by recoding so that the digitized image data is formed with an identical image data format,
 - attribute data is assigned to the digitized image data and stored in the memory (14) of the server (2),
 - an Internet address is assigned to the stored digitized image data and the associated stored attribute data, and
 - when the Internet address is called on the server (2), an animated object is generated on the basis of the stored digitized image and attribute data which is assigned to the Internet address.

2. (original) The method as claimed in claim 1, wherein the digitized image data is expanded with compressed image data which respectively represents the represented digitized images in at least one lower digital resolution.

3. (currently amended) The method as claimed in claim 1 ~~or~~ 2, wherein the step of transmitting the digitized image data comprises transmitting the digitized image data via a network (3) for exchanging data, with the network (3) comprising the server (2) and other network components (4), in particular at least one client (5).

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4. (currently amended) The method as claimed in claim 1 ~~one of the preceding claims~~, wherein the transmission of the digitized image data and the assignment of the attribute data is controlled using the at least one client (5).

5. (currently amended) The method as claimed in claim 1 ~~one of the preceding claims~~, wherein a studio object is generated on the server (2) and is transmitted to the at least one client (5) and displayed on the at least one client (5) using an Internet browser (47), with the transmission of the digitized image data and the allocation of the attribute data being controlled using the studio object.

6. (currently amended) The method as claimed in claim 5, wherein, after the step of the transmission of the digitized image data to the server (2), the studio object is modified by the digitized images which are represented by the digitized image data being integrated into the studio object, and the modified studio object being transmitted to the at least one client (5), with essentially only parts of the modified studio object which have been modified being transmitted.

7. (currently amended) The method as claimed in claim 1 ~~one of the preceding claims~~, wherein a user is authenticated.

8. (currently amended) The method as claimed in claim 7, wherein the stored digitized image and attribute data which is assigned to the Internet address is modified on the server (2) by the user.

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9. (currently amended) The method as claimed in claim 7 ~~or 8~~, wherein the Internet address is transferred to another user.

10. (currently amended) The method as claimed in claim 3 ~~one of claims 3 to 9~~, wherein the animated object is transmitted via the network (3) and is displayed in an animated fashion on another network component (4) using an Internet browser (47).

11. (currently amended) The method as claimed in claim 10, wherein attribute data which relates to the animated object, which is selected using input means (17) of the other network component (4) and which was used to generate the animated object is modified within the animated object causing the animated display of the animated object to be modified.

12. (currently amended) The method as claimed in claim 5 ~~one of claims 5 to 11~~, wherein the studio object and/or the animated object are generated in the Flash format.

13. (currently amended) The method as claimed in claim 1 ~~one of the preceding claims~~, wherein the attribute data comprises audio data and/or text data.

14. (currently amended) The method as claimed in claim 5 ~~one of claims 5 to 13~~, wherein an animated exemplary object is added to the studio object.

15. (currently amended) The method as claimed in claim 1 ~~one of the preceding claims~~, wherein different attribute data is assigned to the digitized image data and stored in the

memory (14) of the server (2), and a different Internet address is assigned to the other attribute data and to the digitized image data, in which case, when the other Internet address is called, a different animated object is generated on the basis of the digitized image data and the other, assigned attribute data.

16. (currently amended) The method as claimed in claim 1 ~~one of the preceding claims~~, wherein meta data is added to the animated object.

17. (currently amended) The method as claimed in claim 1 ~~one of the preceding claims~~, wherein the digitized image data and assigned attribute data is managed using a database.

18. (currently amended) A device (1) for dynamically animating digitized images having a server (2) which comprises

- receiver means (12) for receiving digitized images which have been transmitted to the server (2),
- a memory (14) for storing digitized image data which represent the digitized images,
- recoding means for forming at least some of the digitized image data by recoding so that the digitized image data is formed with an identical image data format,
- assignment means (21) for storing attribute data, assigned to the image data, in the memory (14) so that the assigned attribute data is assigned to the image data,
- address allocating means (22) for assigning an Internet address to the stored image data and to the associated attribute data and
- object generating means (23) for generating an animated object on the basis of the

stored image and attribute data assigned to the Internet address, when a call for the Internet address has been received using the receiver device.

19. (currently amended) The device (1) as claimed in claim 18, wherein the server (2) comprises compression means (13) for expanding the digitized image data with compressed image data which respectively represents the represented digitized images in at least one lower digital resolution.

20. (currently amended) The device (1) as claimed in claim 18 ~~or 19~~, wherein the server (2) comprises transmitter means (16) for transmitting data, in particular of the animated object, via a network (3) for exchanging data, with the network (3) comprising the server (2) and other network components (4), in particular at least one client (5).

21. (currently amended) The device (1) as claimed in claim 18 ~~one of claims 18 to 20~~, wherein the server (2) comprises studio object generating means (15) for generating a studio object which can be transmitted to the at least one client (5) using the transmitter means (16) and can be displayed on said client (5) in an Internet browser (47) and can be used to control the transmission of the digitized image data and the assignment of the attribute data.

22. (currently amended) The device (1) as claimed in claim 21, wherein the studio object generating means (15) comprises modifying means (20) for modifying the studio object in such a way that the digitized images which are represented by the digitized image data are integrated into the studio object, and for retransmitting the studio object over the network (3) using the transmitter

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means (16) in such a way that essentially only parts of the modified studio object which have been modified are transmitted.

23. (currently amended) The device (1) as claimed in claim 1 ~~one of claims 18 to 22~~, wherein the server (2) comprises authentication means (24) for authenticating a user.

24. (currently amended) The device (1) as claimed in claim 1 ~~one of claims 18 to 23~~, wherein the server comprises modification means (25) for modifying the digitized image data and/or the assigned attribute data.

25. (currently amended) The device (1) as claimed in claim 1 ~~one of claims 18 to 24~~, wherein the assignment means (21) and/or the address allocating means (22) and/or the object generating means (23) and/or the authentication means (24) and/or the compression means (13) and/or the studio object generating means (15) and/or modification means (25) are implemented using software.

26. (currently amended) The device (1) as claimed in claim 18 ~~one of claims 18 to 25~~, wherein the object generating means (23) and/or the studio object generating means (15) are designed to generate objects in the Flash format.

27. (currently amended) The device (1) as claimed in claim 18 ~~claims 18 to 26~~, wherein the server (2) is embodied as an Internet server.

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28. (currently amended) The device ~~(+)~~ as claimed in claim 18 ~~one of claims 18 to 27~~, defined by a database for managing the digitized image data and assigned attribute data.